



# GAMIAN-Europe Annual Convention 2017

## Session 1

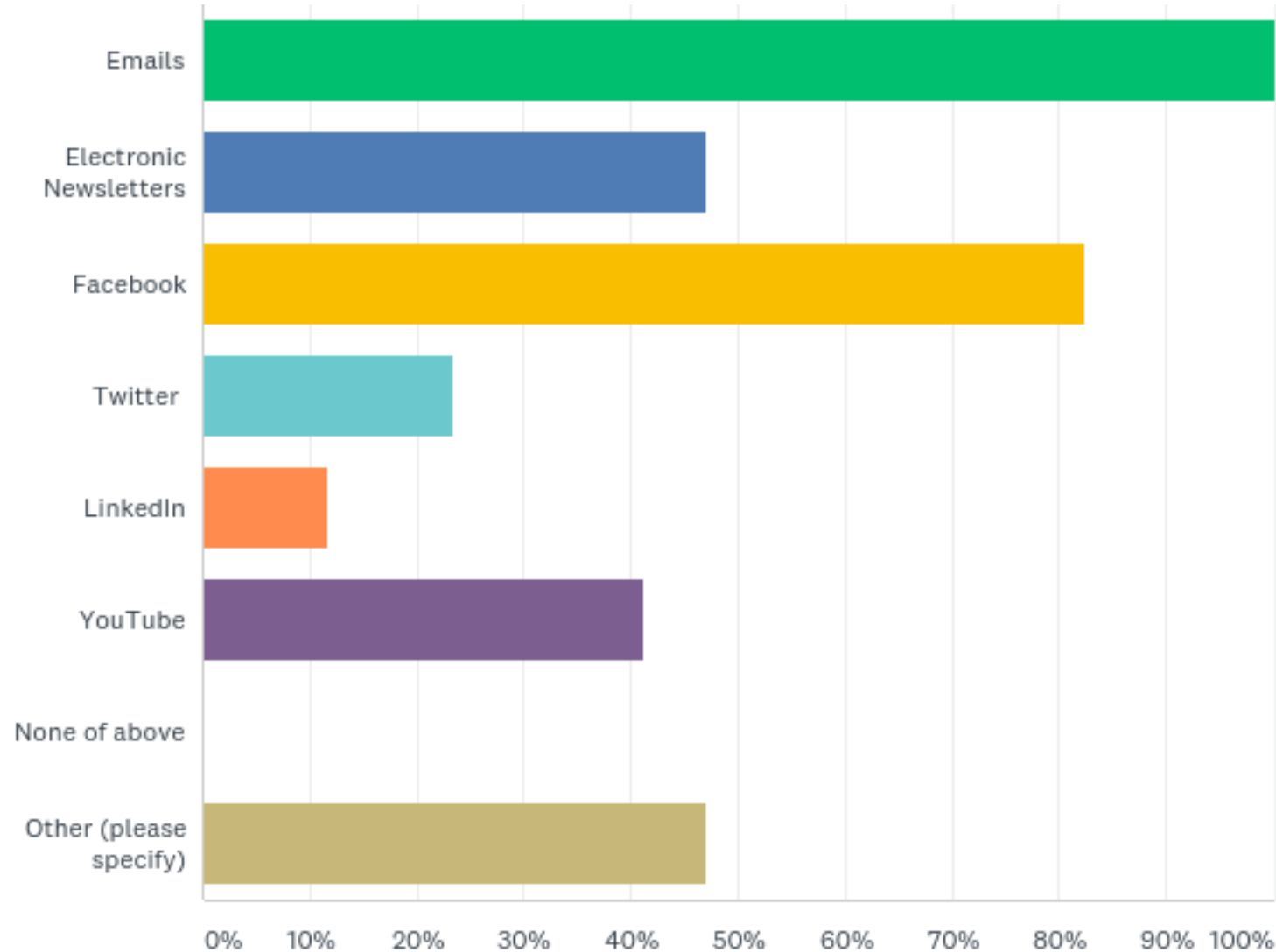
*Saturday, 23 September 2017*

**Alkaterina Nomidou**

**Secretary General of GAMIAN-Europe**

# Results of GAMIAN-Europe Survey on digital capabilities

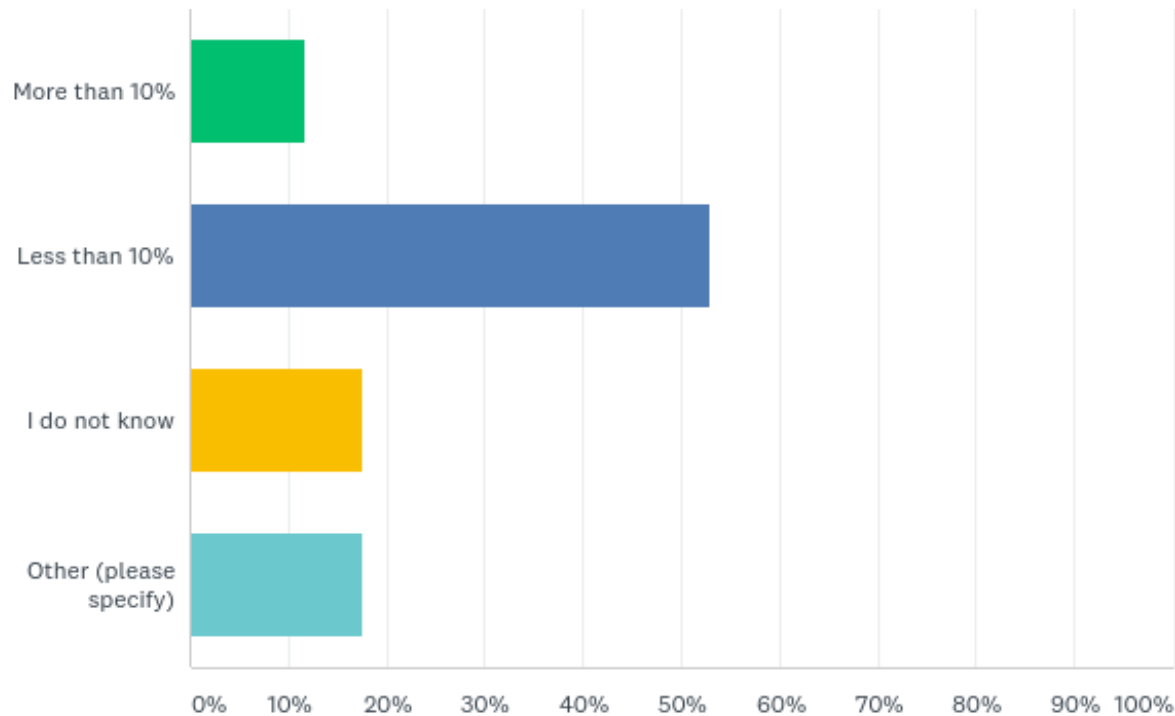
# Q1: What means of digital communication does your organization use to advocate?



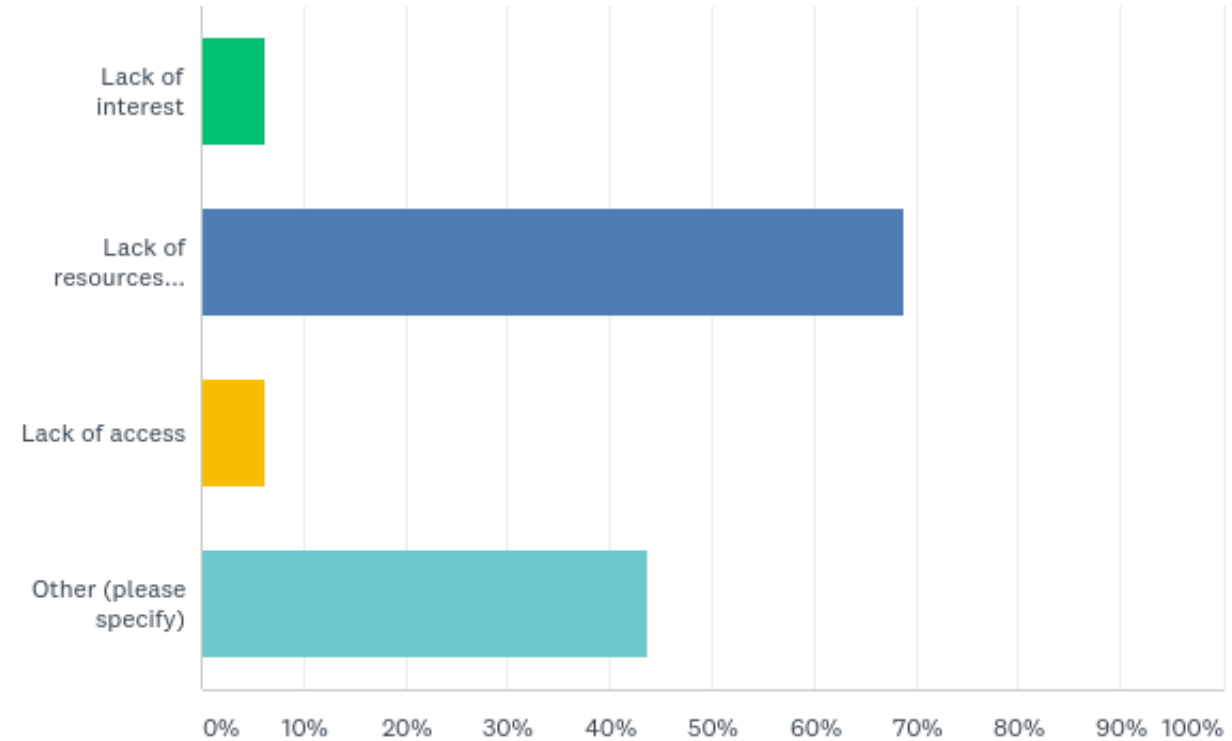
## Other

- Skype
- Webinars
- A private Whats App Group
- Public Blog
- Web page
- teleconference

Q2: What percentage of the total budget does your organization spend in creating/promoting content on digital platforms?

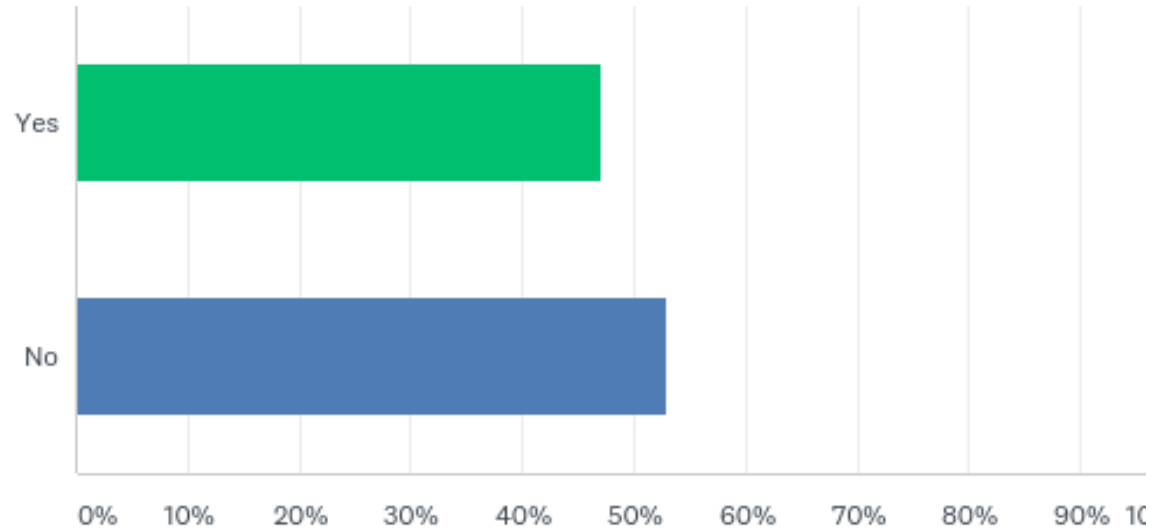


Q3: What are the main obstacles for you or for your organization when using digital communication?

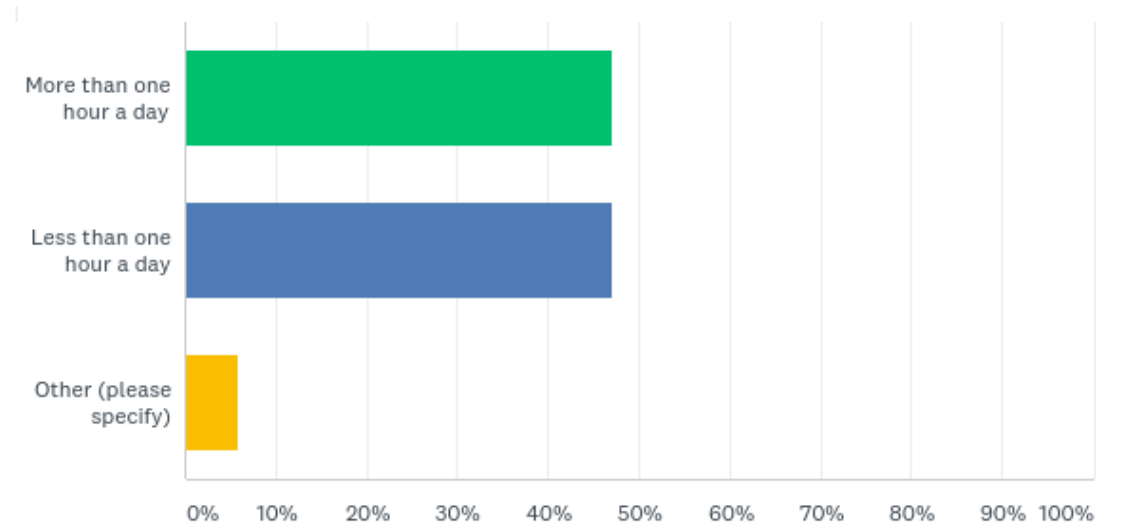


**Other** Lack of knowledge - language - Age - Lack of skilled people- Lack of personnel - Financial issues

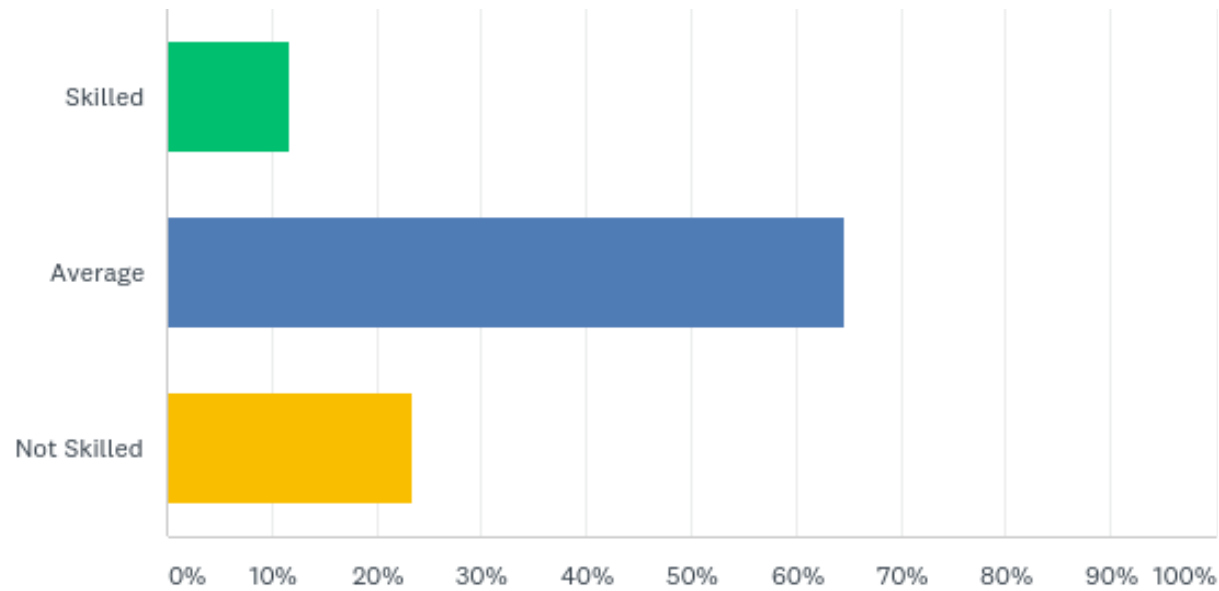
Q4: Is your website optimized for mobile use?



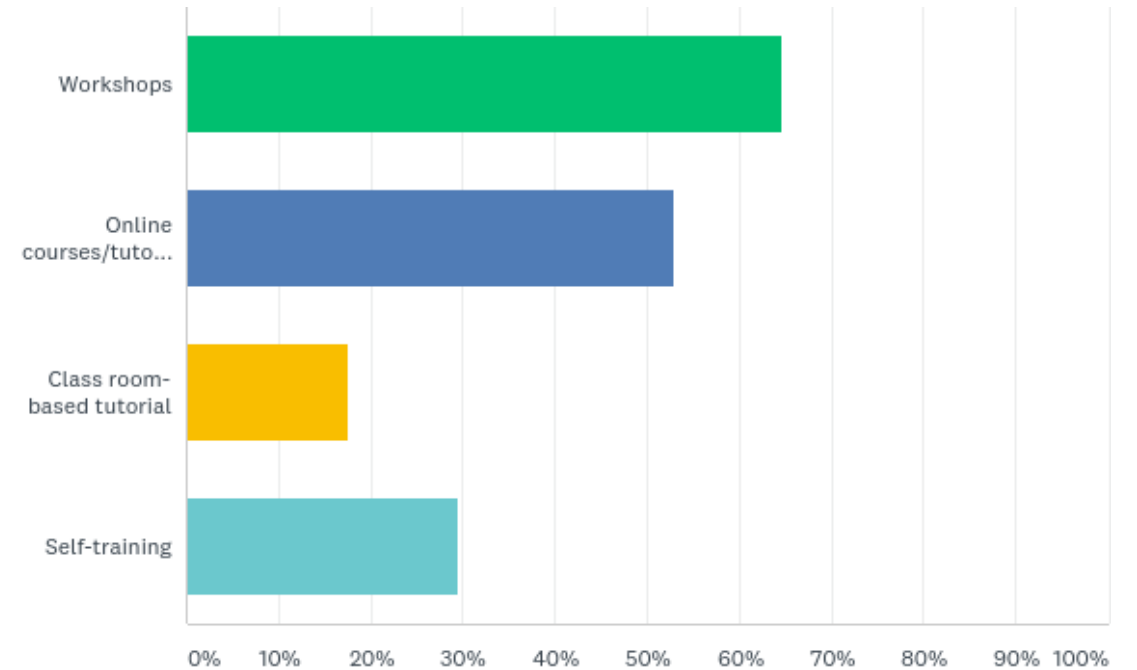
Q5: How much time does your organization spend managing digital platforms?



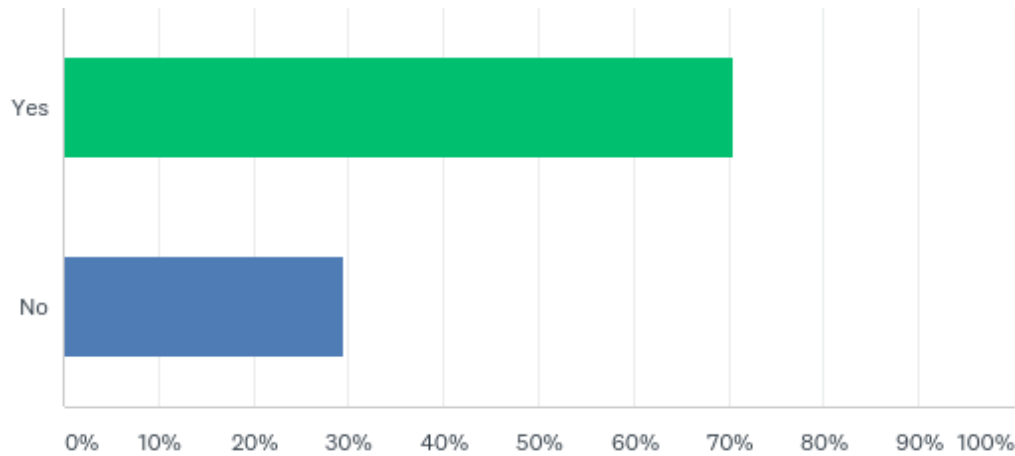
Q6: How would you describe your knowledge in digital communication (i.e. use of social media, Facebook or Twitter)



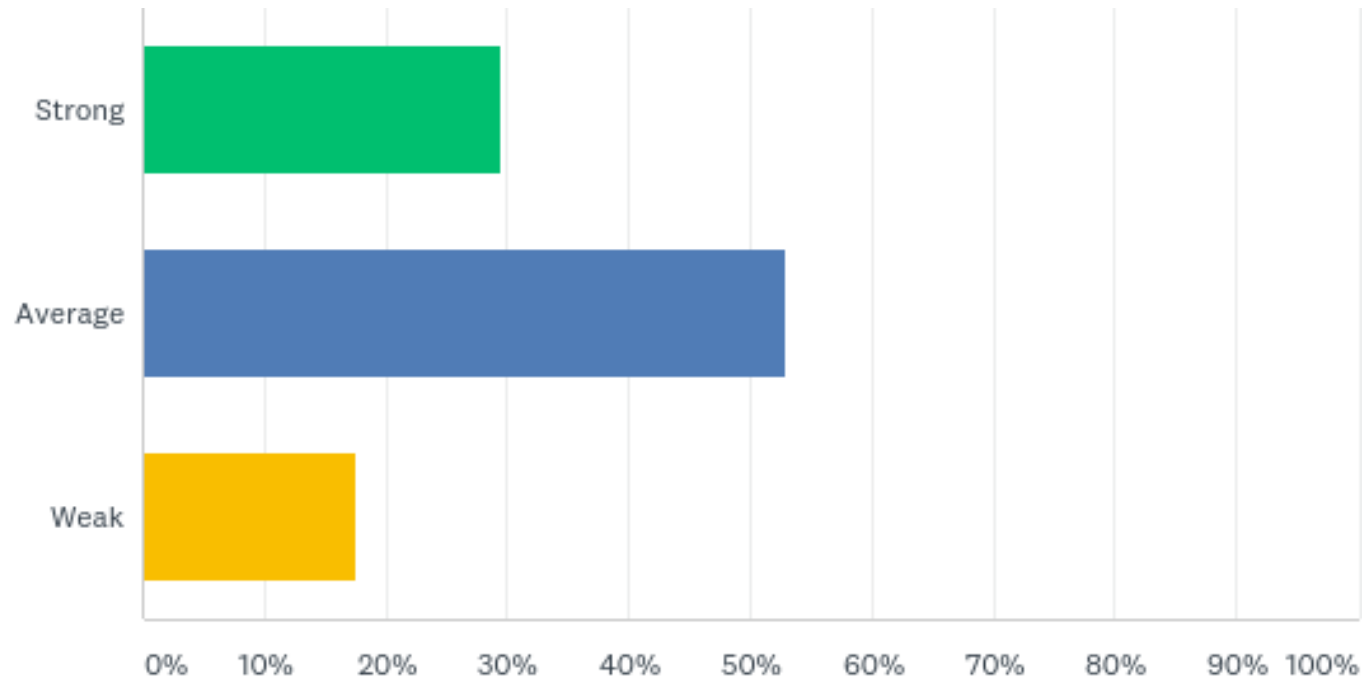
Q7: What do you think is the best way for you to improve digital skills?



Q8: Does GAMIAN-Europe support your organization by sharing and disseminating projects and campaigns over the digital world?



Q9: How would you describe the impact of digital communication in the mental health area?



# Conclusions based on answers

- E-mails and Facebook are the most used means of digital communication
- Less than 10% of the budget is allocated for creating/promoting content on digital platforms
- Lack of resources is the main obstacle when using digital communication
- Organisations websites are optimized for mobile use
- Members have an average knowledge of digital communication
- Workshops and online courses are the best way to improve digital skills
- Digital communication has an average impact in the mental health area



# Three things your organisation can do in digital to support fundraising

1. A modern and visual like website is KEY

*Example: Mobile friendly*

*Donate button needs to be visible*

2. Transparency: Run donation campaigns for specific purposes so sponsors will know what the money will be used for.

3. Keep in touch with your donors

# Three things your organisation can do to support digital advocacy and communication

1. Create a specific, measurable, attainable and realistic advocacy strategy
2. Building a digital network between member organisations by actively using social media Facebook, Twitter and LinkedIn
3. Engage in online campaigns to create visibility and keep the digital audience in the loop

# How GAMIAN-Europe can help your organisation to become more digital?

- Organise online tutorial for members to improve their digital skills
- By creating groups on Facebook, Twitter, LinkedIn between member organisations to connect / keep up to date with activities and projects organised by partner organisations

# GAMIAN's Europe plan on Digital Communication

## Current achievements on digital platforms

In less than a year GAMIAN-Europe has published 404 Tweets and has achieved **488 followers**



In November 2016 we created our **Facebook** page reaching so far **125 friends**.

In April 2017 GAMIAN-Europe **LinkedIn** page was launched. Today we are connected with **106 people**



# GAMIAN's Europe plan on Digital Communication

## Goals 2017-2018

- **Create a Facebook Group bringing together all GAMIAN-Europe members**
- **Design a more modern and interactive website/Mobile friendly**
- **Increase our engagement/presence in social media campaigns**
- **Quarterly Newsletters + EC Research project newsletters**
- **Reach 1K followers on Twitter**
- **Video Campaigns**

# What are the upcoming digital projects, activities and campaigns that members can join

**MoodApp:** Together with C-MAST, GAMIAN-Europe will be supporting the development of an app that seeks to accompany mental health patients in their recovery process.

**Video campaign:** GAMIAN-Europe is looking to produce a video to raise awareness on mental health issues. Patients from our member organisations are invited to participate by telling us their story of living with the condition.

*For any question regarding **How GAMIAN-Europe can digitally support your organisation**, please contact NIGEL OLISA at [executive.director@gamian.eu](mailto:executive.director@gamian.eu)*

Thank you